

Who is Who at Hawaii Tourism Europe

Silvia Bisle Silvia joined The Mangum Group in 2002. She started working on the Barbados account, and therefore has been applying her island experience on Hawaii since January this year.

Before entering university, Silvia spent one year in France at the beautiful Cote d'Azur. Having returned, she studied International Business and



Cultural Studies at Passau University, Germany and at Universidad de Cordoba, Spain. For her diploma thesis on intercultural management, Silvia spent some time in China to experience and analyze communication and cooperation patterns in a German-Chinese Joint Venture.

Before joining The Mangum group, Silvia gained working experience in the fields of event marketing, marketing and PR with several companies in Germany, France and Spain. Being a "travel addict", exploring the various corners the world has to offer, Silvia finally made her passion a profession.

Suzanne Seyghal — Maybe it's the exotic blend of Spanish/Iranian blood that runs through Suzanne Seyghal's veins that motivated her desire from an early age to travel the world and meet its people.

Born in Wimbledon, London, in 1975, Suzanne went on to make that dream a reality by studying French and Spanish at University before amalgamating her desire for endless adventures, foreign languages and writing skills with a career in travel PR.

In the past six years she has become somewhat of a specialist in destination PR, having now represented almost 20 tourist boards. Meanwhile, her work across other tourism-related



clients such as airlines, tour operators, hotels, cruise-lines, theme parks, leisure websites and travel trade associations have ensured her extensive travel contacts throughout the industry.

Suzanne joined Hills Balfour in September 2002 and now represents Hawai'i Tourism Europe as its Senior PR Manager. Back in 2001, while working for Page & Moy Holidays, she was lucky enough to

escort a BBC film crew to the beautiful islands of Kauai and Oahu in search of dinosaurs and very much hopes to sample the rest of Hawai'i's charms in the months to come.

When not publicising exotic islands, Suzanne's itchy-feet and endless desire to explore sees her hot-foot it out of London to experience different countries and cultures at every opportunity.

CONTACT DETAILS

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Hawaii & Ironman live in Frankfurt

Hawaii Tourism Europe started to run an extensive Hawaii promotion within the Opel IRONMAN GERMANY, which will take place July 11 in Frankfurt. This event is the most important Triathlon competition in Europe and official qualifier race for the Ironman in Hawaii.



The Hawaii Ironman campaign started in June with a Hawaii promotion on HR3, one of Germany's largest radio stations during more than two weeks, with interviews, articles and stories on Hawaii. United

Airlines and Waikiki Beach Marriott Resort and Spa agreed to sponsor in total 3x2 trips to Hawaii. In July, the campaign will continue with a large promotion and Hawaii music at the event itself. Don't miss next month's newsletter to keep you updated.

World Travel Market

You should by now have received your invitation to join HTE at WTM this coming November. Space is limited so ensure you're part of the stand now by completing and returning the forms to vickymoore@hillsbalfour.com by **July 15th**.

New Delta Air Lines flight connections ex Italy & Netherlands

As part of HTA's airline support program, HTE will intensely promote the recently inaugurated flights Rome – HNL and Amsterdam – HNL, both via Cincinnati, in cooperation with Delta Air Lines, Cincinnati/Northern Kentucky International Airport and various media and/or trade partners. Planned activities comprehend press trips, media functions, coop campaigns and direct mailings with trade and non-tourism partners, roadshow etc.

See America Week

Hawaii Tourism Europe met the crème de la crème of the UK media and travel trade at this year's See America Week, which was staged in London from the 21st June.

Vicky Moore, sales & marketing manager, along with Suzanne Seyghal and Jonathan Sloan from the HTE PR team attended a number of functions and events during See America Week which kicked off with a welcome reception at the US Ambassador's House in central London. Other events included a PR Forum and a Media Workshop, while the week then culminated in the Visit USA Ball, held this year at the prestigious Dorchester Hotel, where HTE hosted a selection of tour operators and media representatives.

Hawaii-Island Paradise No. 1 in Germany

RTL TV program Life!, evening lifestyle magazine, voted Hawaii the island paradise No. 1 in the world for the Germans, world leaders in travelling abroad. Mauritius and Maldives were ranked No. 2 and 3. This were the results of a Forsa study, done on behalf of RTL. 1,8 million spectators saw this magazine, which corresponds to a PR-Value of more than 2 mio. US \$.

Kuoni Roadshow



As part of the Kuoni Roadshow, HTE exhibited at the Brighton Thistle hotel which was attended by 150 of their independent millionaire agent members. Agents were encouraged to visit each stand by completing

questionnaires on the various destinations, with the chance to win a holiday prize.



Hawaii – Stage for Cube Catalogue

HTE realised a Hawaii photo shooting within the retail campaign with Cube bicycles, one of Europe's major bicycle manufacturer.

Cube bicycles spent 6 days on the Big Island in



order to do their annual catalogue photo-shooting in Hawaii. The entire catalogue (circulation

600.000 European wide) will be themed Hawaii

and Alaska with 1-2 intro pages on each destination and various Hawaii features through out the catalogue, integration of Hawaii sponsors with logo and website, extensive Hawaii feature on Cube website.

Hawaiian Luau

A very successful and enjoyable evening for 100 of Kuoni's top selling independent agents who were given a lei greeting and Hawaiian cocktails



as they arrived at the Thistle Charing Cross hotel. Hula Halau o Kawailiula then wowed the audience with chants and hula as the event went on.



Marketing & PR Calendar

**2nd European Hulafestival
(July 2nd – 4th)**

**Aloha Live - Hawaiian Music in Germany:
(July 3rd 11th)**

Makana & Amy & Willie are touring through Germany with Santana

**Hawaii promotion at Opel IRONMAN
GERMANY
(July 11th)**

**"Come to Hawaii" evening, Pforzheim
(July 12th)**

**Sales Blitz to Frankfurt, Germany
(July 13th-14th)**

**Hawaii Beach Festival, Pforzheim
(July 24th)**